

HARVARD SQUARE RETAIL MIX

Sub-committees and Proposed Goals

Online Coordination of Events

To develop an automated and centralized system for collecting information on activities in and around Harvard Square and at Harvard University that is easily accessible and readily available to both the local community and the general public.

Marketing and Branding

To encourage positive press for Harvard Square and develop a comprehensive marketing and branding campaign, including slogans, signage, buttons, and t-shirts.

Retail Mix

To provide suggestions for desired retail mix. To promote dialogue between new and existing tenants and landlords and to develop programmatic alternatives to the high cost of retail space.

Outdoor Activities

To encourage increased outdoor activities in and around Harvard Square, including more outdoor dining, arts projects, cultural offerings, entertainment, and children's activities.

Safety and Homelessness

To address issues related to safety and homelessness in Harvard Square.

Physical Appearance and Ambience

To ensure that the look and feel of Harvard Square presents an inviting atmosphere to all visitors. To consider projects involving window displays, wall murals, and subway station improvements.